



MAKING THE MOST OF YOUR EXPORT PROGRAM MEMBERSHIP

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PRESENTING TO:

2024 EXPORT PROGRAM ANNUAL MEETING

DATE:

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BUILDING “BRAND CALIFORNIA” AROUND THE WORLD

California Wines Export Program

- calwinexport.com
- Market Access Program (USDA) for CA wineries
- Marketing support & strategies for CA wines in 30+ countries around the globe



A DYNAMIC GLOBAL TEAM

Educate, Navigate, Accelerate

- Australia
- Canada
- China
- Denmark
- Dublin
- Hong Kong
- Japan
- London
- Mexico
- Netherlands
- Poland
- South Korea
- Singapore

OUR INTERNATIONAL OFFICES

Wine Institute's eight regional directors operate 18 International offices located in Australia, Canada, China, Denmark, Hong Kong, Ireland, Japan, Korea, Mexico, Netherlands, Poland, Singapore, and the United Kingdom.



FEET ON THE STREET

Your most valuable asset

- Team of 18 representatives across 5 regions
- International champions for California Wines
- They are there to help:
 - **Communicate**
 - **Ask for their insights**
 - **Help them know your brand**



TOP SEVEN

Benefits of participation

- International representatives
- Access to brokers & importers
- Invitations to events, activities & retail **opportunities** – at home and abroad
- Trade & media events – at home and abroad
- Preferred access to California Wines programs
- Access to export program member only site
- Tools & resources (Capstone, Bottlebooks, etc.)



HOW DOES MEMBERSHIP WORK

Annual membership

- Program year
 - July 1 – June 30
- Member packet
 - One-stop-shop for all program details
- Mentor program
 - Knowledge sharing

The screenshot shows the California Wine Export Program website. At the top, there is a navigation bar with a 'MENU' icon, the 'CALIFORNIA WINE EXPORT PROGRAM' logo, and a 'MY ACCOUNT' link. The main content area features a large white box with the heading 'BECOME A MEMBER' and the text 'CLICK THE LINK BELOW TO SET UP A LOGIN AND COMPLETE YOUR APPLICATION.' Below this are three buttons: 'JOIN NOW', 'RENEW NOW', and 'CONTACT US'. Below the white box, there is a section titled 'WHY YOU SHOULD JOIN US' with a sub-heading 'Membership in the California Wine Export Program offers myriad benefits, from access to trade and consumer programs to market data and reports conducted in more than 30 countries.' This is followed by a list of countries included in the program. Below that is a section titled '10 GREAT REASONS TO PARTICIPATE:' with a numbered list of benefits. To the right of the text, there are two images: one showing people holding wine glasses and another showing a close-up of a wine glass filled with red wine.

BECOME A MEMBER

CLICK THE LINK BELOW TO SET UP A LOGIN AND COMPLETE YOUR APPLICATION.

[JOIN NOW](#) [RENEW NOW](#)

[CONTACT US](#)

WHY YOU SHOULD JOIN US

Membership in the California Wine Export Program offers myriad benefits, from access to trade and consumer programs to market data and reports conducted in more than 30 countries.

Countries include:

Australia, Belgium, Bulgaria, Canada, China, Czech Republic, Denmark, Germany, Finland, France, Hong Kong, Iceland, India, Ireland, Israel, Japan, Macau, Malaysia, Mexico, Netherlands, Norway, the Philippines, Poland, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, the United Arab Emirates (UAE), the United Kingdom and Vietnam.

10 GREAT REASONS TO PARTICIPATE:

1. International Representatives
2. Access to Brokers and Importers
3. Invitations to Events, Activities and Retail Opportunities
4. Trade and Media Events
5. Opportunities for Trade Stakeholders
6. Preferred Access to Annual Export Meeting/Conference
7. Access to Export Program Member Website
8. Preferred Access to California Wines Programs
9. Access to Export Program Member Website
10. Expert Counsel and Information

MAKING THE MOST OF MEMBERSHIP

Prepare, Communicate, & Participate

- **Develop a focus & build a strategy**
- **Communicate to CWI home team & Reps about specific markets or events of interest**
- **Event prep**
 - **Research trade attendees**
 - **Prebook meetings**
 - **Invite trade/media**
- **In-market visits & importer education**



TOOLS & RESOURCES

Expand your brand

- Capstone
 - Course access & opportunities to feature your wines
- Bottlebooks profile
 - California Wine Directory
- Canto
 - Brand Assets
- Event participation
 - Current membership
 - Survey Completion

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BECOME A MEMBER

CLICK THE LINK BELOW TO SET UP A LOGIN AND COMPLETE YOUR APPLICATION.

[JOIN NOW](#) [RENEW NOW](#)

[CONTACT US](#)

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capstone
CALIFORNIA

Comprehensive Study of California Wine

Presented by Wine Institute



THE IDEA BEHIND CAPSTONE CALIFORNIA

Essential tool for wine professionals & wine curious

- **Growing curiosity** about California wines and regions around the world
- Understanding is **low** outside of the US
- Top-level resources on California's wines, regions and varieties
- Developed specifically by and for the **international wine trade**
- Team of 20+ MSs, MWs, writers & educators



GLOBAL BUYERS MARKETPLACE

The epicenter of international business for California wineries

- Largest program to promote California Wines – **Nov 2025**
- Bringing vetted buyers to you!
- 175 key buyers from 32 countries over two years
- 200+ CA producers; 1,500+ wines
- B2B event with meetings, grand tastings, wine education, and regional tours



CALIFORNIA WINES



Welcome to Wine Institute California Wine Export Program



 MENU

**CALIFORNIA**
WINE EXPORT PROGRAM

 MY ACCOUNT | [LOG OUT](#) 

NEWS & UPDATES 

**ANNUAL EXPORT PROGRAM
MEMBER MEETING (JULY 20)**

[REGISTER HERE >](#)

CALIFORNIA WINE EXPORT PROGRAM

Wine Institute's California Wine Export Program helps cultivate sales of California wines in more than 30 countries with a dynamic program of marketing and sales promotion activities targeting the international wine trade, media and consumers. By providing timely data and expert analyses, we aid wineries in entering new markets and navigating the intricacies of the export landscape. Our San Francisco-based marketing team works closely with participating wineries to support the ongoing success and profitability of the Golden State's wine producers.

An aerial photograph of a vast vineyard with rows of grapevines stretching across rolling hills. The sky is blue with scattered white clouds. A large, semi-transparent yellow rectangle is overlaid on the center of the image, containing the text 'THANK YOU'.

THANK YOU

